

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Reserve
1.946
2762

1.942
H8C76

"Consumer Time"

Presented by

THE U. S. DEPARTMENT OF AGRICULTURE
N.B.C. NETWORK COAST TO COAST **SATURDAYS**



what's coming

12:15 P.M. EST
11:15 A.M. CST
10:15 A.M. MST
9:15 A.M. PST

(Produced by the United States Department of Agriculture. This script was prepared for broadcast and is for reference only. It may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of the program...presented for more than thirteen years in the interest of consumers).

HOUSEHOLD EQUIPMENT -- TODAY AND TOMORROW
April 26, 1947 (Saturday, 12:15 p.m.)

1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. JOHN: IT'S CONSUMER TIME!
3. SOUND: CASH REGISTER...CLOSE DRAWER
4. ANCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME by the U. S. Department of Agriculture. And here are your inquiring consumers, Mrs. Freyman and Johnny.
5. FREYMAN: Today we're going to take a look at household equipment... washing machines, irons...cooking utensils.
6. JOHN: Good. You know, the supply of household equipment is getting better all the time, Mrs. Freyman.
7. FREYMAN: Yes, I know, Johnny. So we're going to have a couple of guests a little later on in the program to tell us what to expect in the way of new equipment...and what to look for when we buy new durable goods.
8. JOHN: I wonder if there's any news about pushbutton kitchens yet... where you just sit back and let your little pinky do the work.

9. FREYMAN: Well, I think that kind of kitchen is still a long way off.
Most of us will be perfectly happy with a new washing machine as a start.
10. JOHN: Yes...but just think of a demonstration of the kitchen of tomorrow...in the house run by electronics...with weapons of war turned into servants of peacetime.
11. FREYMAN: A house run by electronics?
12. JOHN: Sure! You and electronics have quite a future together.
(BUILD) At this point in time it looks as if anything can happen along that line...exciting, surprising developments... for electronics in the house of the future!
13. SOUND: APPROPRIATE EFFECT TO TRANSPORT US TO THE HOUSE OF THE FUTURE.
14. JOHN: (WITH SALESMANSHIP) Step right in, madam. Here's your electronic house...heated by a four ounce chunk of uranium that will keep you warm for thirty years.
15. FREYMAN: (INCREDULOUS) Thirty years?
16. JOHN: Well, maybe twenty-five is a more conservative estimate.
Incidentally, you can keep all the windows open...the electronics will take care of heating your home. Now, you'll find these ultra-violet tubes, over here, in every room in the house. They chase away the germs.
17. FREYMAN: Wonderful!
18. JOHN: And of course you can throw your dust cloths away.
19. FREYMAN: No dusting?
20. JOHN: No dusting. It's eliminated by an automatic air cleaner.
21. FREYMAN: Wonderful...wonderful...wonderful!
22. JOHN: Shall we step into the kitchen? Right through this door that swings open by itself as we pass the magic eye.
23. FREYMAN: My goodness, if this is the kitchen...where is everything?

Well, I think that kind of action is still a long way off.
Most of us will be satisfied if we can win a few working men
to stand with us.

Now, I don't think it is a democratic movement.
It is a movement in the name of democracy.
It is a movement in the name of democracy.

I don't think it is a democratic movement.
It is a movement in the name of democracy.
It is a movement in the name of democracy.

I don't think it is a democratic movement.
It is a movement in the name of democracy.
It is a movement in the name of democracy.

I don't think it is a democratic movement.
It is a movement in the name of democracy.
It is a movement in the name of democracy.

I don't think it is a democratic movement.
It is a movement in the name of democracy.
It is a movement in the name of democracy.

I don't think it is a democratic movement.
It is a movement in the name of democracy.
It is a movement in the name of democracy.

I don't think it is a democratic movement.
It is a movement in the name of democracy.
It is a movement in the name of democracy.

24. JOHN: Right here. You see...with this unique engineering design, everything fits into cyclindrical units...the refrigerator... the sink...the stove...and of course, all the cupboards for storing dishes...and food.
25. FREYMAN: Well, quick open a door...so I can see how it works.
26. JOHN: The curved doors disappear right into the cylinders...like this.
27. SOUND: DOOR TURNING.
28. JOHN: And all your shelves are circular. So you can spin them around like this...
29. SOUND: SHELF SPINNING.
30. JOHN: And have everything ready to your hand.
31. FREYMAN: And the oven! It has a glass door...so you can see what's cooking.
32. JOHN: That's your regular oven...comes in either gas or electric model. But over here's your electronic oven. Cuts cooking time down to almost no time.
33. FREYMAN: An electronic oven!
34. JOHN: Yep, the radio waves penetrate the foods. (POSSIBLE CUT STARTS HERE) But, to get the full effect of this wonderful kitchen of tomorrow...let's trace the steps you'd take in getting a meal. Now over here's your home freezer. Of course that's not very new...but here's a gadget that's the last word in preparing vegetables for the freezer. I'll turn it on.
35. SOUND: HUM OF SMALL MOTOR. HOLD IT UNDER.
36. FREYMAN: Well, what does it do?
37. JOHN: This gadget blanches your vegetables by means of high radio frequencies.
38. FREYMAN: Is that better than blanching them with boiling water?

...together with the ...
...together with the ...

...together with the ...

...together with the ...

...together with the ...

...together with the ...

...together with the ...

...together with the ...

...together with the ...

...together with the ...

...together with the ...

...together with the ...

...together with the ...

...together with the ...

...together with the ...

...together with the ...

...together with the ...

...together with the ...

...together with the ...

...together with the ...

...together with the ...

39. JOHN: Definitely. It's easier...quicker...and saves practically all of the food value. Now this button here tells you which is the ideal wave length to tune in for each vegetable.
40. FREYMAN: Can I tune in some music at the same time?
41. JOHN: (HURT TONE) Madam, every room in this house has a portable two-way radio. You can tune in music...or you can speak with your husband out on the golf links.
43. FREYMAN: I'm not sure he'd like that. But tell me more about this marvelous kitchen. (POSSIBLE CUT ENDS HERE)
44. JOHN: Well, let's take a pre-cooked chicken pie out of the freezer. Now in your electronic stove, you can have it ready to serve in about thirty seconds.
45. FREYMAN: Why, that's unbelievable!
46. JOHN: All you have to do is warm it up. The chicken pie is cooked already.
47. FREYMAN: How about uncooked foods?
48. JOHN: Let's cook a roast and you'll see. Here, I'll open the door to the oven...put the roast in...and close the door.
49. SOUND: OVEN DOOR OPENING AND CLOSING
50. JOHN: Now...by selecting different frequency waves, we can cook the roast from the inside out...or the inside in. Let's cook it this time from the inside out.
51. SOUND: SWITCH CLICK
52. FREYMAN: I don't see what difference it makes. But it's nice to have a choice. By the way...
53. SOUND: ALARM CLOCK RINGS
54. JOHN: (INTERRUPTING) Excuse me,
56. FREYMAN: Why did you turn the oven off?
57. JOHN: Because the roast is done.

...electronic device has...working...Tulane 6'10" ...1961
...of Maine was called and asked what was...only 6'02"
...history book...of the...Tulane...

58. FREYMAN: But you just put it in.
59. JOHN: No...it's been in six seconds. And that's all it takes to cook a roast in an electronic oven. I'll take the roast out and let you taste it.
60. SOUND: OPENING OVEN DOOR
61. FREYMAN: Be careful! Did you burn your hand on the oven?
62. JOHN: No ma'am. This oven is cool. Feel it.
63. FREYMAN: Why...it certainly is. But the roast still cooked in six seconds.
64. JOHN: The miracle of electronics. Only the food gets hot. And here's a little table-model electronic heater to warm your breakfast rolls.
65. FREYMAN: This electronic cooking! Why didn't someone think this up before?
66. JOHN: Well, they've been working on it for quite awhile. But of course it takes time to perfect these things. Here in this kitchen of tomorrow, electronics do many more jobs for you... all amazing. Your peanuts, coffee, and cocoa beans will be roasted by electronics. You'll have better dehydrated food because electronics remove four percent more moisture. Electronics will produce finer products for the kitchen of tomorrow...better and cheaper products through electronics.
67. FREYMAN: And I never suspected there was anything like electronics for cooking back in 1947.
68. SOUND: BRIEF PAUSE
69. JOHN: Well, Mrs. Freyman, what did you think of your glimpse into the electronic kitchen of tomorrow?

For this first case the line

is given by

And the line is given by

...

It is given by the line

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

70. FREYMAN: It's almost unbelievable, Johnny. But I guess that's the kind of kitchens we'll have someday. Meanwhile, I'm interested in the good news that washing machines, irons, and stuff like that are getting more plentiful all the time.
71. JOHN: Yes, I suppose homemakers are smarter to be concentrating on selecting good equipment that fits their needs right here and now...and leaving the electronic equipment to the scientists to perfect.
72. FREYMAN: That's right. And you know, Johnny, women have decided ideas about the new equipment coming on the market. And what they don't know about it, they want to learn. The latest "Consumer Speaks" survey shows that.
73. JOHN: That's the survey the American Home Economics Association is conducting, isn't it?
74. FREYMAN: That's right. And both city and farm homemakers are expressing their opinions.
75. JOHN: Well, what are some of the things they want in new equipment they buy?
76. FREYMAN: As far as pots and pans are concerned...safety features, rate the highest. On refrigerators, the ladies who have participated in this survey so far, say they're looking for convenience.
77. JOHN: How about washing machines?
78. FREYMAN: It's "safety first" again with washing machines. And the women expect to have safety features on all three price classes of washing machines...minimum, moderate, and du luxe models.
79. JOHN: Well, it will be interesting to see how the rest of that survey comes out.

at about 1000 ft. level, and the same

formation is also present in the same

area, and is also present in the same

area, and is also present in the same

area, and is also present in the same

area, and is also present in the same

area, and is also present in the same

area, and is also present in the same

area, and is also present in the same

area, and is also present in the same

area, and is also present in the same

area, and is also present in the same

area, and is also present in the same

area, and is also present in the same

area, and is also present in the same

area, and is also present in the same

area, and is also present in the same

area, and is also present in the same

area, and is also present in the same

area, and is also present in the same

area, and is also present in the same

area, and is also present in the same

area, and is also present in the same

area, and is also present in the same

area, and is also present in the same

area, and is also present in the same

area, and is also present in the same

80. FREYMAN: Mmm hmm. But now, Johnny, we'd better drive out and see the experts on household equipment at the U. S. Department of Agriculture. There are quite a few questions I want to ask them.
81. JOHN: Who are we going to interview this time, Mrs. Freyman?
82. FREYMAN: Miss Lenore Sater, and Dr. Earl McCracken...of the housing and household equipment research laboratories of the Bureau of Human Nutrition and Home Economics. They're out at the Agricultural Research Center at Beltsville, Maryland.
83. JOHN: Then we'd better get in the car and get going.
84. SOUND: AUTOMOBILE MOTOR. HOLD UNDER.
85. JOHN: Say, Mrs. Freyman...I wonder if you'll get a chance to see the testing laboratories for household equipment. Maybe they have an electronic stove.
86. FREYMAN: That's for the house of the future...remember, Johnny?
87. SOUND: UP...THEN MOTOR STOPPING
88. JOHN: Well, here we are at the Agricultural Research Center about fifteen miles from the White House.
89. FREYMAN: And there are the household equipment laboratories over there. (FADE) Come on, hurry up. (FADE IN AGAIN) Well, Miss Sater, it's very nice of you and Dr. McCracken to take time to talk to us.
90. SATER: We're glad to have you, Mrs. Freyman.
91. JOHN: Say, what do you folks think about the kitchen of the future?
92. SATER: Sounds very intriguing...But I don't think it's right around the corner.
93. FREYMAN: That's what I thought. So let's hear something about the laboratories out here. As head of the work on housing and household equipment, Miss Sater, perhaps you'd like to start off.

It was here that I first met a fellow Jew, a Jew who was not like me.

11. 1975

the system is not a simple distribution of energy.

$\frac{d}{dt} \left(\frac{1}{\rho} \right) = - \frac{1}{\rho^2} \frac{d\rho}{dt}$

• **Stress** is a response to a stimulus that is perceived as a threat to well-being.

10

• *Journal of Management Education* 32(10):1033-1044

[illegible]

94. SATER: Well, one of the problems we have spent a great deal of time on in the past few years is home preservation equipment... like canning and freezing. Since we know more people are becoming interested in home freezing, for example, our staff is busy right now studying home freezers. We're also working on better ways of preparing fruit, vegetables, and even cooked foods for freezing and storing. Dr. McCracken can give you more specific information about home freezers. That's his speciality.
95. JOHN: Well, Dr. McCracken, what's your advice to families who are thinking about buying a home freezer?
96. MCCRACKEN: A family has to analyze what they want to do with a home freezer. There are freezers of all sizes. Some are made for freezing and storing...and some for storing only. So the family has to decide whether they want one for freezing or storing or both.
97. JOHN: I suppose folks who live near a freezer locker might have less need for a freezer unit.
98. MCCRACKEN: That's right. And I think the only way to justify the economy of a home freezer, is to be able to eat a large proportion of the family's food supply out of it.
99. FREYMAN: In other words...make sure your home freezer is big enough for the purpose you want it.
100. MCCRACKEN: We've found that almost everyone who has a home freezer, wishes he had a larger one. Isn't that right, Miss Sater?
101. SATER: Absolutely, Dr. McCracken. They underestimate how much food they'll want to freeze...and how much space it takes. When most people buy a freezer they don't realize the possibilities of freezing leftover...or pre-cooked food.

Well, one of the problems we have is that we don't have a...

REMARKS

...the first law passed in the last few years...

...the first law passed in the last few years...

...the first law passed in the last few years...

...the first law passed in the last few years...

...the first law passed in the last few years...

...the first law passed in the last few years...

...the first law passed in the last few years...

...the first law passed in the last few years...

...the first law passed in the last few years...

...the first law passed in the last few years...

...the first law passed in the last few years...

...the first law passed in the last few years...

...the first law passed in the last few years...

...the first law passed in the last few years...

...the first law passed in the last few years...

...the first law passed in the last few years...

...the first law passed in the last few years...

...the first law passed in the last few years...

...the first law passed in the last few years...

...the first law passed in the last few years...

...the first law passed in the last few years...

...the first law passed in the last few years...

...the first law passed in the last few years...

...the first law passed in the last few years...

...the first law passed in the last few years...

...the first law passed in the last few years...

...the first law passed in the last few years...

...the first law passed in the last few years...

...the first law passed in the last few years...

...the first law passed in the last few years...

102. MCCracken: And a lot of people don't realize at first how handy a home freezer is to store bulk ice cream from the store.
103. JOHN: Now that's an idea.
104. FREYMAN: Then you'd recommend a large home freezer.
105. MCCracken: Well, it really depends on how the family is going to use it ...how much space it will take up...whether the family is going to grow its own food...there are many factors to consider.
106. FREYMAN: Does it matter whether a family chooses a chest-type freezer ...or an upright one that opens like a regular refrigerator? I notice you have both kinds out here in your laboratory.
107. SATER: We've found that it is harder to utilize all the space in a vertical type freezer because of fitting the packages in tightly up to the shelves.
108. MCCracken: We've also found that unless well packed, packages of food tend to slip out of the vertical freezer. And in most of them, unless it is of the drawer type, secondary doors are a good feature in order to prevent some of the loss of cold air when it is opened.
109. JOHN: Then one of the advantages of a vertical freezer is that it takes up less floor space. Is that right?
110. SATER: Most people assume that, forgetting that you have to leave enough room so that the door can swing open.
111. FREYMAN: I think we can sum up the subject of home freezers by saying the buyer should consider his own needs and all the different features of the various type freezer.
112. JOHN: Isn't that true for every piece of household equipment, Mrs. Freyman? Take washing machines, for instance.

and the people do not believe in it.

MEMORANDUM

the people do not believe in it.

the people do not believe in it.

MEMORANDUM

the people do not believe in it.

MEMORANDUM

the people do not believe in it.

MEMORANDUM

the people do not believe in it.

the people do not believe in it.

the people do not believe in it.

the people do not believe in it.

MEMORANDUM

the people do not believe in it.

the people do not believe in it.

the people do not believe in it.

MEMORANDUM

the people do not believe in it.

the people do not believe in it.

the people do not believe in it.

MEMORANDUM

the people do not believe in it.

the people do not believe in it.

the people do not believe in it.

the people do not believe in it.

the people do not believe in it.

MEMORANDUM

the people do not believe in it.

the people do not believe in it.

MEMORANDUM

the people do not believe in it.

the people do not believe in it.

MEMORANDUM

the people do not believe in it.

the people do not believe in it.

the people do not believe in it.

the people do not believe in it.

113. FREYMAN: I guess it is, Johnny. And one question I'd like to ask Miss Sater and Dr. McCracken about washers is this. Shall I buy a washing machine with a wringer...or one that spins the clothes damp-dry?
114. SATER: That question proves Johnny's point. There are lots of things to consider before you select any special type of household equipment. Personally, I think the spinner washing machine is safer. How do you feel about that, Dr. McCracken?
115. MCCRACKEN: There's no question about that. But I think there are some talking points for the wringer. One thing is you don't have to lift the heavy water-laden clothes from the washing tub into the spinner. You know, most of the spinners are separate from the washing tub. Instead you can start one end or corner of the clothes through the wringer and let the wringer do the lifting. But I agree that safety is most important.
116. FREYMAN: Well, aren't there safe wringers?
117. MCCRACKEN: Oh yes. It's not a question of the wringer not being safe. It's that people do not use them properly. Anyone buying a washing machine with a wringer should be sure that the emergency release is within easy reach from any position at the machine...and will release with a light touch.
118. SATER: I'd like to say something else about spinners that I think is a great advantage. In the spinner there's no danger of tearing off buttons...or damaging buckles, hooks, or zippers. Besides the spinner leaves the clothes less wrinkled than a wringer does.
119. FREYMAN: Then a spinner washing machine would be better for things like blankets and pillows, wouldn't it?
120. SATER: Yes...they are more likely to come out soft and fluffy.

121. JOHN: Well, you wouldn't have any problem of whether to choose a spinner or a wringer, would you, if you settle on an automatic washer?
122. SATER: That's right Johnny. At the present all automatics have spinners.
123. FREYMAN: That brings up another question...should I buy an automatic washing machine?
124. MCCRACKEN: Well, there's no doubt that the automatic machines saves time and labor. But there are other things to keep in mind too.
125. JOHN: Like what?
126. MCCRACKEN: Well, successful results depend on a plentiful supply of running hot and cold water...reasonably soft. Water pressure is important too.
127. SATER: And don't forget about the cost. Remember an automatic machine costs more...and there may be extra charges for installation.
128. MCCRACKEN: Also...the upkeep may cost more. The mechanism is more complicated so there's more to get out of order.
129. JOHN: So I guess it's a question of how much the saving of time and labor means to you, Mrs. Freyman.
130. SATER: And how big a part of your work the washing is.
131. FREYMAN: As long as we're on the subject of washers, I think the next logical question would be about electric irons.
132. JOHN: Say...there are a lot of new types of irons on the market.
133. MCCRACKEN: And there are quite a few new companies manufacturing irons ...companies who haven't been in the field before.
134. FREYMAN: Isn't the cordless iron a new idea.
- 134A. SATER: No...cordless irons were on the market before the war.
135. JOHN: Isn't that iron on the same principle of the old flat iron... that you have to let heat on the stove?

species of trees, with nothing you ever did know was, flow

on or after May 11, 1964, below, numbered 1 to 100

Prody, C. C.

THE UNIVERSITY OF CHICAGO LIBRARY

136. MCCracken: That's right. But you mustn't put it back in the class of the flat iron. This one gets its heat from an electric stand...and heats much faster.
137. FREYMAN: I should think the cordless iron might not satisfy people who are fast ironers. They might have to wait for the iron to get hot again.
138. SATER: That is something to think about...but they'd have to be pretty fast ironers to keep ahead, since the iron heats so quickly.
139. FREYMAN: Now how about these steam irons?
140. SATER: They're very good for ironing light goods and for pressing. If you do a lot of sewing and making over, it's a very handy kind of iron to have.
141. FREYMAN: Any buying tips you can suggest for choosing a steam iron?
142. MCCracken: A temperature control is especially important with a steam iron. I'd also suggest that you find out whether the steam iron contains aluminum wool.
143. JOHN: Aluminum wool...what's that for?
144. MCCracken: For two things. One is to prevent violent vapor bubbles so that water won't be blown out through the steam vent. The other is to provide places for any salt deposits that hard water may leave...so that it won't all be on the inner surface of the iron. If the bottom inner surface gets coated, they'll be less steam...even though the iron is hot.
145. FREYMAN: Then the ironing job wouldn't be as well done.
146. MCCracken: That's right. So you see, having aluminum wool in a steam iron is a good idea.

To obtain the value of the function $f(x)$ at the point x

it is necessary to know the value of the function $f(x)$ at the point x

and the value of the function $f(x)$ at the point x

for the value of the function $f(x)$ at the point x

and the value of the function $f(x)$ at the point x

and the value of the function $f(x)$ at the point x

and the value of the function $f(x)$ at the point x

and the value of the function $f(x)$ at the point x

and the value of the function $f(x)$ at the point x

and the value of the function $f(x)$ at the point x

and the value of the function $f(x)$ at the point x

and the value of the function $f(x)$ at the point x

and the value of the function $f(x)$ at the point x

and the value of the function $f(x)$ at the point x

and the value of the function $f(x)$ at the point x

and the value of the function $f(x)$ at the point x

and the value of the function $f(x)$ at the point x

and the value of the function $f(x)$ at the point x

and the value of the function $f(x)$ at the point x

and the value of the function $f(x)$ at the point x

and the value of the function $f(x)$ at the point x

and the value of the function $f(x)$ at the point x

and the value of the function $f(x)$ at the point x

and the value of the function $f(x)$ at the point x

and the value of the function $f(x)$ at the point x

and the value of the function $f(x)$ at the point x

and the value of the function $f(x)$ at the point x

and the value of the function $f(x)$ at the point x

147. JOHN: Let's see, Mrs. Freyman, I think we have a few minutes left for just a couple more questions.
148. FREYMAN: Well, we must get this one in. When do you people think production of household equipment will be able to meet the pent-up demand?
149. SATER: Production is still behind demand now...but it's really in full swing. Late summer or fall should see a buyer's market for sure for household equipment...if nothing out of the ordinary happens.
150. FREYMAN: And which piece of equipment will probably meet the consumers' demands first?
151. MCCracken: I'd say irons. There are plenty of them around already.
152. JOHN: Now, just one more question...are you people testing electronic stoves?
153. FREYMAN: Johnny!
154. SATER: No Johnny. I'm afraid they're still a thing of the future. If they should become available in home size, we certainly will test them.
155. JOHN: Fine.
156. FREYMAN: Well, thank you so much Miss Lenore Sater and Dr. Earl McCracken of the U. S. Department of Agriculture...for discussing household equipment today. And now we just have time to find out what's on CONSUMER TIME next week.
157. JOHN: Next week the story on insecticides...news about DDT, aerosol bombs, and the most effective way to use them for war on household pests...next week on
158. SOUND: CASH REGISTER
159. ANNCR: CONSUMER TIME
160. SOUND: CASH REGISTER...CLOSE DRAWER

There is nothing more to be said on subject I, and with this, your obedient servant.

• 500ft deep at 1000m in depth, 1000m

UNITED STATES DEPARTMENT OF COMMERCE

:PLAN: 1911. 54-1

1. The amount of time spent in each category is approximately 10% of the total time.

Journal of Management Studies, 19(1), 67-80.

1. *Journal of the American Medical Association*, 1997; 277: 1033-1036.

1950

THE UNIVERSITY OF CHICAGO LIBRARY

$\frac{1}{2} \left(\frac{1}{\sqrt{2}} + \frac{1}{\sqrt{2}} \right) = \frac{1}{2} \left(\frac{1}{\sqrt{2}} + \frac{1}{\sqrt{2}} \right)$

$$= \sum_{j=0}^{\infty} \frac{(-1)^j}{(j+1)!} \left(\frac{d}{dx} \right)^{j+1} f(x) = -f'(x).$$

1. *Phragmites australis* (Cav.) Trin. ex Steud.

[illegible]

REMARKS:

1907-1908 1909

[illegible][illegible]

1. *Pharmaceutical industry* – The pharmaceutical industry is the largest of the three industries, with a market share of 35.5% in 2007. It is characterized by high R&D expenditures, high barriers to entry, and high profitability. The industry is dominated by a few large firms, with the top five firms accounting for 40% of sales.

100

[illegible]

• 2006 •

[illegible]

1950-1951

APPROXIMATELY

[illegible]

161. ANNCR: CONSUMER TIME written by Eleanor Miller and directed by
Frederick Schweiker, is presented by the U. S. Department
of Agriculture, through the facilities of the National
Broadcasting Company and its affiliated independent
stations. It comes to you from Washington, D. C..

This is NBC the National Broadcasting Company.

COMMITTEE ON THE JUDICIAL BRANCH
UNITED STATES SENATE
WASHINGTON, D. C.
JANUARY 1947

